generating a reservation form on a web page which contains all reservation information provided in response to user input which may be changed by the user directly on the form on that web page without having to access another web page.

17.   (Rewritten) A method for facilitating truck rentals comprising the steps of:

providing a plurality of web pages accessible to a user through the Internet, at least one web page including a form for receiving user inputs;

storing in a memory truck-related information including types of trucks and associated rental prices;

storing in the memory expertise-based information, including vehicle-specific towing requirements and directions to respective locations of truck rental affiliates; and

processing user inputs with a server using the truck-related information and the expertise-related information to assist the user to generate and confirm a service contract to rent a selected truck.

REMARKS

Claims 1-25 are pending in this application. Claims 1-25 have been rejected under 35 U.S.C. §103. Applicant respectfully traverses.

Rewriting of Claims and Portions of the Specification

By this Amendment, Applicants have rewritten portions of the specification, and claims 1, 2, 3, 10, 12, 15, 16, and 17, to correct minor typographical and grammatical errors. The rewriting of the claims is not made for any reason related to patentability and does not narrow the claims. The amendments to the specification and claims are supported by the application as filed, and add no new matter. Applicants request entry of the rewritings.

Rejection of the Claims under 35 U.S.C. §103(a)

Claims 1-8, 12-20, and 22-24

At paragraph 3 of the detailed action the Examiner has rejected claims 1-8, 12-20, and 22-24 as assertedly unpatentable over Danford-Klein *et al.* (6,041,318) in view of an archived record of a U-Haul website allegedly dated 25 January 1998 and accessed at http://web.archive.org.web/19981202123517/uhaul.com/customer/trucks.htm ("U-Haul"). Applicants respectfully traverse. Without admitting that the U-Haul records are complete and accurate, and that they in fact constituted a publication or any other form of prior art on the date alleged, Applicants respond herein to the contents of that archive on the merits. Applicants specifically reserve the right to challenge the authenticity of this cited reference.

Danford-Klein *et al.* disclose an object-oriented rating system for processing rating requests in a computerized rating system. (Abstract.) A user desiring a price for a particular shipment of goods generates a request to a rating server application that performs the necessary calculations and returns the rate results to the user. See, *e.g.*, col. 3, lines 12-27.

U-Haul discloses an on-line system for receiving truck rental rate requests from consumers via web pages. The consumer user fills out a reservation rate request form specifying contact information, general departure and destination information, and the type of truck and equipment for which the user is requesting a rate quote. The U-Haul system provides reservation rates, and optionally provides general recommendations for selecting the size of a truck based on the number or rooms and bedrooms in the home to be moved. The system further supplies optional general information regarding towing accessories generally available through U-Haul, with regard for actual availability of the towing equipment and or their suitability for a particular towing job specified by the user. See pages 5-7.

Claims 1 and 4 - 8

Claim 1 and claims 4-8, which depend from claim 1, are drawn to a computer-based system for truck rentals, comprising, among other things, a server, memory in which is stored data relating to trucks which can be rented and associated rental prices for the trucks, towing accessories that can be rented and towed vehicles with which the towing accessories can be used, towing accessories and associated rental prices for the towing accessories, expertise-based guidance relating to trucks, and expertise-based guidance relating to towing accessories. Neither Danford-Klein *et al.* nor U-Haul disclose or suggest such systems, either alone or in combination.

For example, neither Danford-Klein *et al.* nor U-Haul disclose or suggest systems comprising memory in which the claimed date sets are stored, or in which is stored data relating expertise-based guidance relating to trucks or expertise-based guidance relating to towing accessories, or indeed provide any teaching or disclosure related to expertise-based guidance whatsoever. The Examiner has acknowledged (at page 3 of the detailed action) that Danford-Klein *et al.* fail to disclose towing accessories that can be rented, towed vehicles with which the towing accessories can be used, and expertise-based guidance relating to trucks and towing accessories.

The U-Haul reference also does not disclose the claimed data sets and the claimed expertise-based guidance.

U-Haul provides general planning recommendations to assist a user in selecting a truck or trailer based on the number of rooms being moved, and also provides limitations for towing equipment based on the weight of the vehicle being towed. See U-Haul, page 7. For example, U-Haul recommends a 10' mini mover to move a small condo, and indicates that a tow bar is appropriate to tow vehicles up to 5,000 pounds. U-Haul does not provide expertise-based guidance or information for selecting towing accessories that can be rented for a particular vehicle to be towed, and does not provide an indication whether a selected rental truck is appropriate for towing a selected vehicle to be towed. Moreover, while U-Haul enables users to select a moving

van, trailer, and towing equipment, the selections may be made irrespective of the particular vehicle being towed and the general planning recommendations and towing limitations provided.

With respect to the Examiner's assertion regarding the claimed data sets, contrary to the Examiner's assertion, Danford-Klein *et al.* do not disclose data sets relating to trucks which can be rented, towing accessories, and associated rental prices for the trucks and towing accessories. The data sets described by Danford-Klein *et al.* in Table 1 (col. 19, lines 20-25 and 27-37) relate to trucks and containers that are typically used by carriers to ship goods, rather than trucks that can be rented. Furthermore, the containers described by Danford-Klein *et al.* are not towing accessories; rather, they are cargo containers used for shipping goods. Finally, contrary to the Examiner's assertion, the objects in an object-oriented system for determining a value for a specific unit of measure to ship goods, such as per weight band or per mileage, as described by Danford-Klein *et al.* in Table 1 (col. 14, lines 5-9), are not data sets relating to truck and towing accessory rental prices.

In view of the foregoing, Applicants submit that neither the Danford-Klein *et al.* reference nor U-Haul, either alone or in combination, discloses or suggests, among other things, the claimed data sets and expertise-based guidance or information relating to trucks, towing accessories, and associated rental prices, as claimed in independent claim 1, claims 4-8 which depend on claim 1, independent claim 17, and claims 18-20 and 22-24 which depend on claim 17. Reconsideration and withdrawal of the rejection is respectfully requested.

Claims 17, 18 – 20, and 22 - 24

Claim 17, and dependent claims 18-20 and 22-24 which depend from claim 17, are directed to a method for facilitating truck rentals, comprising among others things the storing in memory truck-related information including types of trucks and associated rental prices, and expertise-based information, including vehicle-specific towing requirements and directions to respective locations of truck rental affiliates; and

processing user inputs using the truck-related information and the expertise-related information to assist a user to generate and confirm a service contract to rent a selected truck.

Again, and largely for reasons explained above, neither Danford-Klein *et al.* nor U-Haul discloses or suggests such methods, including, for example, methods involving the storage and processing of expertise-based information, including vehicle-specific towing requirements and directions to respective locations of truck rental affiliates. As explained above, neither Danford-Klein *et al.* nor U-Haul provides any disclosure relating to expertise-based systems whatsoever. Reconsideration and withdrawal of the rejection is respectfully requested.

Claims 2 and 4

Claim 2, and multiple-dependent claim 4 which depends from claim 2, are drawn to improvements in computer-based systems for truck rentals, including a server comprising, among other features, a memory in which is stored data relating to towing accessories that can be rented and towed vehicles with which the towing accessories can be used, and programming responsive to a user input identifying a vehicle to be towed which accesses the memory and provides to the user data indicating availability or not of a towed accessory for the identified vehicle to be towed in accordance with the data set.

Again, neither Danford-Klein *et al.* nor U-Haul discloses or suggests such systems. At page 4 of the detailed action the Examiner has acknowledged that Danford-Klein *et al.* and U-Haul collectively fail to teach programming responsive to a user input identifying a vehicle to be towed which accesses the memory and provides to the user computer over the communications network data indicating availability or not of a towed accessory for the identified vehicle to be towed in accordance with the data set, or suitable data sets. Yet the Examiner states that it would have been obvious to one having ordinary skill in the art to expand the collective system taught by Danford-Klein *et al.* and U-Haul to arrive at Applicants' invention. Applicants respectfully submit

that the Examiner has failed to make a *prima facie* case of obviousness with regard to claims 2 and 4. U-Haul provides plain lists of accessories available generally within the U-Haul system, without regard to current availability or suitability for towing particular vehicles, and Danford-Klein *et al.* teach nothing in this matter. There is simply no disclosure, suggestion or motivation in the cited references, or anywhere else pointed to by the Examiner, to create Applicants' claimed system. If the Examiner is relying on the Applicants' disclosure for the disclosure, suggestion or motivation missing from the cited references, then Applicants respectfully submit that the Examiner has improperly reconstructed the claimed invention using hindsight.

Applicants request reconsideration and withdrawal of this rejection.

Claims 3, 4, and 15

Claim 3, and multiple-dependent claim 4 which depends from claim 3, are drawn to a computer-based system for vehicle rentals which includes, among other things, a server which comprises a memory in which is stored data relating to vehicle pick-up and drop-off locations and programming responsive to a user input identifying a geographical location in which the vehicle is to be picked up and a geographical location in which the vehicle is to be dropped off which assesses the memory and provides to the user computer over the communications network data indicating at least two locations closest to the geographic location input for pick-up and at least two locations nearest to the geographic location input for drop-off.

Claim 15 is directed to a computer-based method for vehicle rentals which includes, among other things, receiving user information which a user provides as part of the process of requesting a reservation for a vehicle identifying a vehicle pick-up location and a vehicle drop-off location, and providing the user with information identifying at least two locations closest to the vehicle pick-up location and at least two locations nearest to the vehicle drop-off location input by the user.

At pages 4-5 and 7 of the detailed action, the Examiner has asserted that Danford-Klein *et al.* (col. 13, line 52 through to col.14, line 4) disclose a memory in

which is stored a data set relating to vehicle pick-up and drop-off locations. Applicants respectfully disagree. Danford-Klein *et al.* disclose the origin and destination for goods to be shipped by carrier, for the purpose of determining the shipping rate based on the distance between the origin and destination of the goods being shipped. There is nothing in the Danford-Klein *et al.* reference to suggest that origin/destination for shipping goods is equivalent to pick-up and drop-off locations for a rental truck.

Again, neither Danford-Klein *et al.* nor U-Haul discloses or suggests such systems. At pages 4-5 and 7 of the detailed action the Examiner has acknowledged that Danford-Klein *et al.* and U-Haul collectively fail to disclose programming responsive to a user input identifying a geographical location in which the vehicle is to be picked up and a geographical location in which the vehicle is to be dropped off, which accesses the memory and provides to the user computer over the communications network data indicating at least two locations closest to the geographic location input for pick-up and at least two locations nearest to the geographic location input for drop-off.

In addition to these cited references lacking a disclosure or suggestion of the subject matter claimed in claims 3, 4 and 15, neither of these references discloses, or suggests a motivation for, the claimed subject matter. The Examiner has rejected claims 3-4, and 15 contending without further support that it would have been obvious to provide the claimed programming from unprecedented prior art. Again, applicants submit that the Examiner has not made out a *prima facie* case of obviousness and also that the Examiner's rejection is based on the use of impermissible hindsight.

Applicants respectfully request reconsideration and withdrawal of the rejection.

Claims 12 and 16

Claim 12 is directed to a system for aiding users to create and confirm reservations for truck rentals which includes among other features a web server for providing a plurality of web pages and for processing user inputs received from a user's computer operating a browser displaying the plurality of web pages which include at least one input field for receiving the user inputs, and a web page including data fields

providing all information which the system provides to a user information necessary for a service contract in response either to user input data or data available from the system in which all data fields may be modified on the web page by the user without having to revert to another web page.

Claim 16 is drawn to a method for aiding users to create and confirm reservations for truck rentals comprising, inter alia, generating a reservation form on a web page which contains all reservation information provided in response to user input which may be changed by the user directly on the form on that web page without having to access another web page.

At page 7 of the detailed action the Examiner has acknowledged that Danford-Klein *et al.* fail to disclose a web page including data fields providing all information which the system provides to a user information necessary for a service contract in response either to user input data or data available from the system in which all data fields may be modified on the web page by the user without having to revert to another web page. However, the Examiner has asserted that U-Haul discloses a website with a rate request form where the user can enter all data from one web page. Applicants respectfully disagree. Although U-Haul provides a single web page where a user may input data for a one-way reservation rate request, U-Haul does not disclose or suggest a web page provided in response to either user input data or data available from the system, as provided in claim 12. Furthermore, U-Haul does not disclose or suggest the generation of a web page, provided in response to user input, that contains all reservation information provided, which may be changed by the user directly on the form without having to access another web page, as provided in claim 16. Applicants respectfully request reconsideration and withdrawal of the rejection.

Claims 13 and 14

Claim 13 is directed to a computer-based method for truck rentals which comprises, inter alia, providing expertise guidance to a user for selecting trucks which can be rented; providing expertise guidance to a user for selecting towing accessories

that can be rented for a particular vehicle to be towed; in response to user input, providing pricing information for a selected truck; in response to user input, indicating whether a towing accessory is available for the user input information responsive to the towing accessory expertise guidance; and, if a towing accessory is available, providing pricing information for the available towing accessory.

Claim 14 is drawn to a computer-based method for truck rentals which provides truck availability and pricing information, the improvement comprising the steps of providing towed vehicle identification data to the user, receiving a towed vehicle selection, determining whether an accessory is available for the particular selected vehicle, and informing the user of the result of the determination.

At page 7 of the detailed action, the Examiner has rejected claims 13 and 14 based on the reasons for which claims 1 and 2 were rejected. Applicants applicable arguments made with respect to those claims may be extended to apply to claims 13 and 14 as well. Applicants respectfully request reconsideration and withdrawal of the rejection of claims 13 and 14 for at least the applicable reasons stated above in connection with claims 1 and 2.

Claims 9-11, 21, and 25

At paragraph 4 of the detailed action, the Examiner has rejected claims 9-11, 21, and 25 as being unpatentable over Danford-Klein *et al.* (6,041,318) and U-Haul's website, www.U-Haul.com ("U-Haul"), further in view of Brandt *et al.* (6,125,384). Applicants respectfully traverse.

Brandt *et al.* disclose an on-line car rental reservation system and method in which users submit a reservation form over the World Wide Web specifying a car preference. See col. 14, line 53 through to col.15, line 52.

Claims 9, 21, and 25

Claim 9 depends from claim 1. Claims 21 and 25 depend from claim 17. As addressed above in connection with claims 1 and 17, neither Danford-Klein *et al.* nor U-

Haul, either alone or in combination, discloses or suggests, among other things, expertise-based guidance or information relating to trucks and towing accessories, or data sets relating to trucks, towing accessories, and associated rental prices for the trucks and towing accessories, as provided in claims 9, 21, and 25. Brandt *et al.* fail to disclose or suggest such limitations. Therefore, the Examiner has failed to make a *prima facie* case of obviousness. Accordingly, reconsideration and withdrawal of the rejection is respectfully requested.

Claims 10 and 11

Claims 10 and 11 are drawn to a system for aiding users to create and confirm reservations for truck rentals, the system comprising, among other features, a programming for processing the user inputs and the truck-related information to determine and display to a user a set of closest locations associated with a departure location and a destination location specified by the user, to access and display directions from a user-specified address to the departure and destination locations, to generate towing guide information corresponding to a user-specified vehicle to be towed by a rented truck, to generate and display a quote for a truck rental corresponding to user inputs, for processing payment information provided by the user, for generating the reservation information from the user inputs, and for confirming the reservation to the user with a confirmation message.

Neither the Danford-Klein *et al.* reference, nor U-Haul, nor the Brandt *et al.* reference, either alone or in combination, discloses or suggests, or provides any motivation for, among other things, such programming. Again, Applicants submit that the Examiner has failed to make a *prima facie* case of obviousness, and respectfully request reconsideration and withdrawal of the rejection.

CONCLUSION

Applicants believe that they have fully responded to each of the concerns expressed by the Examiner in the Office Action, and that each of the pending claims is in condition for allowance. Applicants respectfully request allowance of the claims.

Applicants request that any questions concerning this matter be directed to the undersigned at (212) 895-2906.

I hereby certify that this paper, together with any document referred to as attached or enclosed, is being deposited this date with the U.S. Postal Service, with sufficient postage, as First-Class Mail addressed to: Commissioner for Patents, Washington, D.C. 20231.

Respectfully submitted,

Date: <u>November 6, 2002</u>

Matthew J. Marquardt
Reg. No. 40,997
BROWN RAYSMAN MILLSTEIN
 FELDER & STEINER LLP
900 Third Avenue
New York, New York 10022
Tele: (212) 895-2906
Fax : (212) 895-2900

REWRITTEN PARAGRAPH PURSUANT TO 37 C.F.R. 1.121(b)
SHOWING PARAGRAPH REWRITTEN IN MARKED-UP FORM

At page 8, line 19 through to page 9, line 2, delete the paragraph beginning with "Alternatively or in addition", and replace it with the following paragraph:

--Alternatively or in addition, the improvement also includes the step of generating a reservation form on a web page which [conations] contains all reservation information provided in response to user input which may be changed by the user directly on the form on that web page without having to access another web page.--

REWRITTEN PARAGRAPH PURSUANT TO 37 C.F.R. 1.121(b)
SHOWING PARAGRAPH REWRITTEN IN MARKED-UP FORM

At page 15, line 13 to line 20, delete the paragraph beginning with "The expertise-based data set", and replace it with the following paragraph:

--The expertise-based data set may also include an affiliate table 30 of truck-rental affiliates including geographic locations and a direction table storing travel directions to the affiliates. The user 24 then inputs selections of a departure location and a destination location through forms displayed on the browser, as described herein, and the server 12 in response accesses the affiliate table 30 to determine the closest affiliates to the departure and destination locations, and accesses travel directions corresponding to the departure and destination locations, respectively. The server 12 then provides the travel directions to the user's computer through the communications interface via the browser.--

REWRITTEN CLAIM PURSUANT TO 37 C.F.R. 1.121(c)
SHOWING CLAIM REWRITTEN IN MARKED-UP FORM

1. A computer-based system for truck rentals, comprising:

a server which processes user inputs from a user's computer over a communications network and provides information responsive thereto to the user's computer over the communications network from which a service contract is generated and confirmed, the server comprising:

a memory in which is stored a plurality of data sets relating to (a) trucks which can be rented and associated rental prices for the trucks, (b) towing accessories that can be rented and towed vehicles with which the towing accessories can be used, (c) towing accessories and associated rental prices for the towing accessories, (d) expertise-based guidance relating to trucks, and (e) expertise-based guidance relating to towing accessories; and

programming responsive to user inputs to access the memory and provide data from respective data sets to a user computer over the communications network.

REWRITTEN CLAIM PURSUANT TO 37 C.F.R. 1.121(c)
SHOWING CLAIM REWRITTEN IN MARKED-UP FORM

2.   (Rewritten) In a computer-based system for truck rentals which includes a server which processes user inputs from a user's computer over a communications network and provides information responsive thereto to the user's computer over the communication network from which a service contract is generated and confirmed, [wherein] the improvement [comprises] comprising a memory in which is stored a data set relating to towing accessories that can be rented and towed vehicles with which the towing accessories can be used, and programming responsive to a user input identifying a vehicle to be towed which accesses the memory and provides to the user computer over the communications network data indicating availability or not of a towed accessory for the identified vehicle to be towed in accordance with the data set.

**REWRITTEN CLAIM PURSUANT TO 37 C.F.R. 1.121(c)
SHOWING CLAIM REWRITTEN IN MARKED-UP FORM**

3.   (Rewritten) In a computer-based system for vehicle rentals which includes a server which processes user inputs from a user's computer over a communications network and provides information responsive thereto to the user's computer over the communication network from which a service contract is generated and confirmed, [wherein] the improvement [comprises] comprising a memory in which is stored a data set relating to vehicle pick-up and drop-off locations and programming responsive to a user input identifying a geographical location in which the vehicle is to be dropped off which accesses the memory and provides to the user computer over the communications network data indicating at least two locations closest to the geographic location input for pick-up and at least two locations nearest to the geographic location input for drop-off.

REWRITTEN CLAIM PURSUANT TO 37 C.F.R. 1.121(c)
SHOWING CLAIM REWRITTEN IN MARKED-UP FORM

10.   (Rewritten) An Internet-based system for aiding users to create and confirm reservations for truck rentals, the system comprising: a web server for providing a plurality of web pages accessible through the Internet and for processing user inputs received through the Internet from a user's computer operating an Internet browser displaying the plurality of web pages, at least one web page having at least one input field for receiving the user inputs; and a backend server operatively connected to the web server and responsive to the user inputs, the backend server having a memory for storing the plurality of web pages, for storing truck-related information in a database, and for storing user-generated reservation information; and at least one program module[s] for processing the user inputs and the truck-related information to determine and display to the user a set of closest locations associated with a departure location and a destination location specified by the user, to access and display directions from a user-specified address to the departure and destination locations, to generate towing guide information corresponding to a user-specified vehicle to be towed by the rented truck, to generate and display a quote for the truck rental corresponding to the user inputs, for processing payment information provided by the user, for generating the reservation information from the user inputs, and for confirming the reservation to the user with a confirmation message.

REWRITTEN CLAIM PURSUANT TO 37 C.F.R. 1.121(c)
SHOWING CLAIM REWRITTEN IN MARKED-UP FORM

12.   (Rewritten) In an Internet-based system for aiding users to create and confirm reservations for truck rentals which includes a web server for providing a plurality of web pages accessible through the Internet and for processing user inputs received through the Internet from a user's computer operating an Internet browser displaying the plurality of web pages which include at least one input field for receiving the user inputs, the improvement comprising a web page including data fields [providing] containing all information [which the system provides to a user information] necessary for a service contract, the information [in response] either provided in response to user input [data] or [data] available from the system, in which all [also] data fields may be modified on the web page by the user without having to revert to another web page.

REWRITTEN CLAIM PURSUANT TO 37 C.F.R. 1.121(c)
SHOWING CLAIM REWRITTEN IN MARKED-UP FORM

15.   (Rewritten) In a computer-based system for vehicle rentals which processes user inputs from a user's computer over a communications network and provides information responsive thereto to the user's computer over the communication network from which a service contract is generated and confirmed, [wherein] the improvement [comprises] comprising receiving user information which a new user provides as part of the process of requesting a reservation for a vehicle identifying a vehicle pick-up location and a vehicle drop-off location, and providing the user with information identifying at least two locations closest to the vehicle pick-up location and at least two locations nearest to the vehicle drop-off input by the user.

REWRITTEN CLAIM PURSUANT TO 37 C.F.R. 1.121(c)
SHOWING CLAIM REWRITTEN IN MARKED-UP FORM

16.   (Rewritten) In an Internet-based method for aiding users to create and confirm reservations for truck rentals comprising providing information to a user which a user uses to select useful truck rental information, receiving the information input by the user and generating a reservation [from] form for the user, the improvement comprising generating a reservation form on a web page which [conations] contains all reservation information provided in response to user input which may be changed by the user directly on the form on that web page without having to access another web page.

REWRITTEN CLAIM PURSUANT TO 37 C.F.R. 1.121(c)
SHOWING CLAIM REWRITTEN IN MARKED-UP FORM

17.　(Rewritten) A method for facilitating truck rentals comprising the steps of:

providing a plurality of web pages accessible to a user through the Internet, at least one web page including a form for receiving user inputs;

storing in a memory truck-related information including types of trucks and associated rental prices;

storing in the memory expertise-based information, including vehicle-specific towing requirements and directions to respective locations of truck rental affiliates; and

processing user inputs with a server using the truck-related information and the expertise-related information to assist the user to generate and confirm a service contract to rent a selected truck.